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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/752,476	01/02/2001	Joan L. Carrey Palango	ALPINE.001AUS	4172
7590	03/11/2004		EXAMINER	
MURAMATSU & ASSOCIATES Suite 225 7700 Irvine Center Drive Irvine, CA 92618			POND, ROBERT M	
			ART UNIT	PAPER NUMBER
			3625	

DATE MAILED: 03/11/2004

Please find below and/or attached an Office communication concerning this application or proceeding.

Office Action Summary

Application No.

09/752,476

Applicant(s)

CARBREY PALANGO ET AL.

Examiner

Robert M. Pond

Art Unit

3625

*-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --***Period for Reply****A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) FROM THE MAILING DATE OF THIS COMMUNICATION.**

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) Responsive to communication(s) filed on 21 May 2001.
- 2a) This action is FINAL. 2b) This action is non-final.
- 3) Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) Claim(s) 1-18 is/are pending in the application.
- 4a) Of the above claim(s) _____ is/are withdrawn from consideration.
- 5) Claim(s) _____ is/are allowed.
- 6) Claim(s) 1-18 is/are rejected.
- 7) Claim(s) _____ is/are objected to.
- 8) Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

- 9) The specification is objected to by the Examiner.
- 10) The drawing(s) filed on 02 January 2001 is/are: a) accepted or b) objected to by the Examiner.
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

- 12) Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) All b) Some * c) None of:
1. Certified copies of the priority documents have been received.
2. Certified copies of the priority documents have been received in Application No. _____.
3. Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

- 1) Notice of References Cited (PTO-892)
- 2) Notice of Draftsperson's Patent Drawing Review (PTO-948)
- 3) Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08)
Paper No(s)/Mail Date 4, 5/21/01.
- 4) Interview Summary (PTO-413)
Paper No(s)/Mail Date. _____.
- 5) Notice of Informal Patent Application (PTO-152)
- 6) Other: _____.

DETAILED ACTION

Specification

1. The specification has not been checked to the extent necessary to determine the presence of all possible minor errors. Applicant's cooperation is requested in correcting any errors of which applicant may become aware in the specification.

Claim Rejections - 35 USC § 103

The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

2. **Claims 1-18 are rejected under 35 USC 103(a) as being unpatentable over Henson (patent number 6,167,383), in view of Crutchfield (PTO-892, Item: U).**

Henson teaches a web-based online store used by consumers to configure electronic products comprising a main system, sub-systems, and components (see at least abstract; Fig. 1(10); Fig. 2 (10, 38, 40); col. 2, line 60 through col. 3, line 54). Henson further teaches:

- Main system page: features page with main system and image: (see at least Fig. 3A; Fig. 4; col. 5, lines 32-35).

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- Subsystem page: e.g. memory, monitors, speakers; relationship information (see at least Fig. 3A-3b).
- Components page: e.g. memory; relationship information (see Fig. 5 (92); col. 9, lines 31-33).
- System connection: consumer connects to the web-based online store over the Internet (see at least Fig. 2 (10, 38, 40); col. 5, line 66 through col. 6, line 4).
- System validates selection: customer chooses subsystems and components recommended by the system; system validates selections (see at least col. 5, lines 28-54; col. 7, line 57 through col. 9, line 8).
- Check-out page: (see at least Fig. 1 (20); Fig. 6 (102); col. 9, lines 26-39).
- Item pricing and total: (see at least Fig. 4 (70); Fig. 6 (104); col. 9, lines 26-39).
- Displaying based on price: e.g. memory (see at least Fig. 5 (92)).
- Vehicle information page:

Henson teaches all the above as noted under the 103(a) rejection and teaches a web-based online store used by consumers to configure electronic products, but does not disclose a vehicle information page.

Crutchfield teaches a web-based online store used by consumers to configure electronic audio products and home electronic products, and further teaches a vehicle information page that allows the system builder to “show the items that fit” (e.g. dashboard openings) (Item: U, pages 1

and 17) (please note the examiner considers Crutchfield to provide a teaching pertinent to Henson in light of the fact that both teach a system builder for configuring electronic products). Therefore it would have been obvious to one of ordinary skill in the art at time of the invention to modify the system of Henson to include a web store for electronic audio products and a vehicle information page as taught by Crutchfield, in order to determine compatible electronic audio products that fit a particular vehicle, and thereby attract consumers desiring to purchase automotive electronic audio products for their vehicles.

- Hierarchical ordering:

Henson teaches all the above as noted under the 103(a) rejection and teach a consumer making a selection from a main page which then presents a subsystem page and components page, but does not clearly convey hierarchical order to the component level. Crutchfield teaches all the above as noted under the 103(a) rejection and teaches hierarchical ordering (e.g. Car Audio, In-Dash CD Receivers, Accessories) (Item: U, see at least pages 1, 10, and 14). Therefore it would have been obvious to one of ordinary skill in the art at time of the invention to modify the system of Henson to include hierarchical ordering for products as taught by Crutchfield, in order to help customers find products, and thereby attract consumers desiring to purchase electronic products.

- Subsystem and component Image displaying

Henson and Crutchfield teach all the above as noted under the 103(a) rejection and teach displaying main system images, but do not disclose displaying an image of every subsystem and component. It would have been obvious to one of ordinary skill in the art at time of the invention to display every subsystem and component, since it is well within the skill to ascertain that since the system is capable of displaying main system images, the system is therefore capable of displaying subsystem and component images.

Please note that method Claims 17-18 are rejected based on similar rationale.

Conclusion

Any inquiry concerning this communication or earlier communications from the examiner should be directed to **Mr. Robert M. Pond** whose telephone number is 703-605-4253. The examiner can normally be reached Monday-Friday, 8:30AM-5:30PM Eastern.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, **Mr. Vincent Millin** can be reached on 703-308-1065.

Any inquiry of a general nature or relating to the status of this application or proceeding should be directed to the **Receptionist** whose telephone number is **703-308-1113**.

Any response to this action should be mailed to:

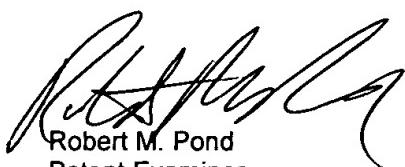
Commissioner of Patents and Trademarks

Washington D.C. 20231

or faxed to:

703-872-9306 (Official communications; including After Final communications labeled "Box AF")

Hand delivered responses should be brought to Crystal Park 5, 2451 Crystal Drive, Arlington, VA, 7th floor receptionist.



Robert M. Pond
Patent Examiner
March 8, 2004